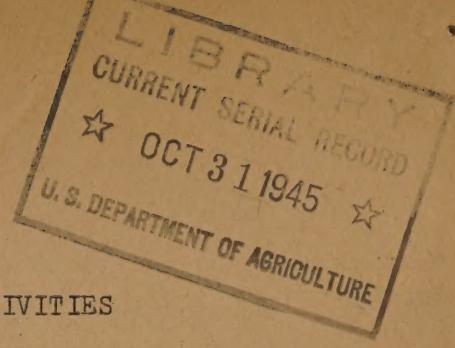


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U. S. Department of Agriculture
Extension Service



MONTHLY REPORT OF SIGNIFICANT ACTIVITIES
of the
DIVISION OF EXTENSION INFORMATION
FOR AUGUST 1945

Principal operations of the Division which concern public information about various phases of the extension program, materials developed for extension field use, and some of the service and information activities for the States and counties.

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*This section does not include activities in these media which support specific programs.

I. ANTI-INFLATION

Completed

- (1) Attended Office of Information conference to consider OPA proposal for information support for price control of items purchased by farm people. It was decided that OPA proceed with leaflet, slide-film, and radio script they have under preparation.
- (2) Weekly Letter to Directors, August 4:
 - (a) Farm appraisal clinics found very helpful.

II. COTTON

Completed

- (1) Prepared statement dealing with extension work in the use of cotton for Secretary's office.
- (2) Fact sheet outlining policies and procedures for information support of 7-step cotton program.
- (3) Conferred with Bernice Wheeler on plans for magazine support.

In preparation

- (1) Leaflet, 7 Steps That Will Help You Face the Future with Cotton.
- (2) Facts about cotton, largely economic, to backdrop cotton educational program.
- (3) Cooperation with BAE in joint flyer, Looking Ahead With Cotton, for extension agents and leaders.
- (4) Plan for coordinated information support of extra cotton profits program.

III. 8-POINT DAIRY PROGRAM

Completed

- (1) Weekly Letter to Directors, August 4:
 - (a) Iowa 8-point program features slogan.

In preparation

- (1) 8-point program for 1946.

IV. FARM LABOR

Completed

- (1) Arranged for Department photographer to take farm labor pictures in North Dakota.
- (2) Prepared statement on labor situation for use by Christian Science Monitor.
- (3) Cooperated with Radio Service in preparation of radio transcription voiced by Director Wilson on plans for fall harvest.
- (4) Prepared new copy on farm labor for Hasten the Day radio series, to meet changed conditions.
- (5) Revised fact sheet on farm labor for distribution through OWI to radio networks.
- (6) Arranged for New York Times representative to interview members of VFV staff.
- (7) Prepared statement on farm labor situation for the Secretary's office.
- (8) Prepared radio talk for H. C. Wilson on farm labor situation for broadcast on CBS program, August 25. Also prepared USDA news release announcing program.
- (9) Weekly Letter to Extension Editors, August 21: re:
(a) Magazines feature women's work.
- (10) Extension Service Review, August:
(a) South Dakota tractor schools for women, 1945.
(b) Keeping the tractor in service (Arkansas).

In preparation

- (1) Youth Lends a Hand (8-page VFV folder), prepared in cooperation with VFV Division.

V. FARM SAFETY

VI. FARM SUPPLIES AND TRANSPORTATION

Completed

- (1) Weekly Letter to Directors, August 25:
(a) Farm auto and truck tires.
(b) Controls off farm machinery.

VII. FAT SALVAGE

Completed

- (1) Collected State extension press and radio releases supporting fat salvage program for Office of Supply.
- (2) Weekly Letter to Extension Directors, August 25:
 - (a) Salvage program still needed.
- (3) Weekly Letter to Extension Editors, August 28:
 - (a) Secretary urges continuation of fat salvage and home canning.
- (4) Extension Service Review, August:
 - (a) Fat salvage in Lenawee County, Michigan.

VIII. FIRE PREVENTION

Completed

- (1) Weekly Letter to Extension Editors, August 7:
 - (a) New helps in combating farm fire hazards.
- (2) Extension Service Review, August:
 - (a) Farm fire prevention in California.

In preparation

- (1) Fact sheet for National Fire Prevention Week.

IX. FOOD PRODUCTION

Completed

- (1) Extension Service Review, August:
 - (a) Two big jobs ahead, by Secretary Anderson.
 - (b) Neighborhood leaders in North Carolina promote home fruit growing.
 - (c) Indiana garden contest.

In preparation

- (1) Slidefilm, Food Crops From Wasted Areas, being prepared in cooperation with SCS.

X. 4-H CLUB WORK

Completed

- (1) Discussed with 4-H staff policies and program regarding information support for new 4-H Club guideposts.

X. 4-H CLUB WORK
(Cont'd)

Completed

- (2) Weekly Letter to Directors, August 11:
 - (a) 4-H Club pioneer passes (O. M. Plummer).
- (3) Extension Service Review, August:
 - (a) County council of youth agencies (New York).
 - (b) Two new members on National Committee staff.
- (4) Material on guideposts sent to Farm Journal and Seventeen.
- (5) Dates of Congress sent to Practical Home Economics.
- (6) Conference with Bernice Wheeler on magazine support for new program.

In preparation

- (1) Information program to support 4-H postwar program.
- (2) Series of kodachrome slides on 4-H leadership taken in Washington County, Md., in cooperation with Milo Downey, 4-H Club leader.
- (3) Information program and schedule for 4-H Club guideposts.
- (4) Fact sheet for 4-H Club guideposts.

XI. GOOD NEIGHBOR RELATIONS

Completed

- (1) Weekly Letter to Directors, August 25:
 - (a) 36 Chinese students to study extension methods.
 - (b) Two assistants needed by Dr. Porter (Chinese student program).
- (2) Extension Service Review, August:
 - (a) Seeds sent to Russia.
 - (b) From England comes J. C. Hotchkiss.

XII. HOME DEMONSTRATION WORK

Completed

- (1) Weekly Letter to Extension Editors, August 28:
 - (a) South Dakota paper features home demonstration work.
- (2) Extension Service Review, August:
 - (a) Developing plans from community up (Weld County, Colorado).
 - (b) Home demonstration agent takes over (Kansas).

XII. HOME DEMONSTRATION WORK
(Cont'd)

- (c) Extension expands boundaries (New York).
- (d) Doctors' aides (Arkansas).
- (e) Fat contest yielded 5,000 red points.
- (f) How long is the home agent's week?
- (g) Maine women can boys' favorite food.

XIII. HOME FOOD PRESERVATION

Completed

- (1) Weekly Letter to Extension Editors, August 7:
 - (a) Canning mats.
- (2) Weekly Letter to Extension Editors, August 28:
 - (a) Secretary urges continuation of fat salvage and home canning.
- (3) Extension Service Review, August:
 - (a) Maine women can boys' favorite food.
 - (b) A giant canning book exhibit (South Dakota).
 - (c) Florida farm and two families cooperating.

In preparation

- (1) Slidefilm No. 663, Home-grown Food: Production--Preservation.
- (2) Revision of Slidefilm No. 661, Canning Vegetables, in cooperation with HNHE.

XIV. LOCAL LEADERS

Completed

- (1) Extension Service Review, August:
 - (a) A neighborhood leader becomes President.
 - (b) Neighborhood leaders promote home fruit growing.
 - (c) Developing plans from community up (Weld County, Colorado).
 - (d) Extension expands the boundaries (New York).

XV. NEGRO EXTENSION WORK

XVI. NUTRITION AND HEALTH

Completed

- (1) Weekly Letter to Directors, August 4:
 - (a) Disney film available after September 1, Something You Didn't Eat.

XVI. NUTRITION AND HEALTH
(Cont'd)

Completed

- (2) Weekly Letter to Extension Editors, August 7:
 - (a) Something You Didn't Eat.
- (3) Extension Service Review, August:
 - (a) Doctors' aides (Arkansas).
 - (b) Science news notes--Butter as some of vitamin A.

XVII. OLDER YOUTH

XVIII. POSTWAR PLANNING

Completed

- (1) Cooperated with H. H. Williamson in preparation of talk, The Postwar Extension Highway.
- (2) Weekly Letter to Directors, August 18:
 - (a) The Postwar Extension Highway.
- (3) Weekly Letter to Extension Editors, August 28:
 - (a) Postwar information kit.

In preparation

- (1) Extension information program to support postwar planning.

XIX. PUBLICATIONS

Completed

- (1) The Editorial Unit during month edited 137 jobs submitted for duplicating, which consisted of 648 pages.
- (2) Weekly Letter to Extension Editors, August 7:
 - (a) Publications workshop for USDA.
 - (b) Research Achievement Sheets.
- (3) Weekly Letter to Extension Editors, August 21:
 - (a) Arkansas readability session.
 - (b) Tabulation of almanac studies under way.
- (4) Arranged for distribution of the following publications to State extension services:
 - (a) Surplus Property Board Buyers' Guide.
 - (b) Fertilizer and Lime in the U. S. -- Resources, Production, Marketing, and Use.

XIX. PUBLICATIONS
(Cont'd)

Completed

- (c) Methyl Bromide as a Delousing Agent.
- (d) The Balance Sheet of Agriculture.
- (e) Farm Opportunities.
- (f) Statement on the Feed Grain Supply.
- (g) From War to Peace.
- (h) Changes in Lemons During Storage as Effected by Air Circulation.
- (i) Classification of Grain Varieties in the United States and Canada in 1945.
- (j) Forestry and Jobs.
- (k) Livestock, Meat, and Wool Market Statistics.
- (l) Towards a World of Plenty.
- (m) OMS -- Annual Report.
- (n) Preparation of Ammonium Nitrates for Use as Fertilizer.
- (o) President's Proclamation of Fire Prevention Week.
- (p) Contribution to the Morphology and Anatomy of *Cryptostegia*.

(5) Prepared four letters to State publication distribution officers announcing new publications, revision of old ones, and enclosing forms for ordering publications in advance.

(6) During the month 932 requests for publications were received from State and county extension workers, and in response 45,228 publications were supplied. 36,270 sheets of material were duplicated during the month.

In preparation

- (1) The Agricultural College Extension Editor, a composite view of his objectives, functions, relationships, and responsibilities.
- (2) Plans for follow-up action with the States on the publications workshop.

XX. RADIO (GENERAL)*

Completed

- (1) Weekly Letter to Directors, August 11:
 - (a) Clear-channel hearings now set for October 23.
- (2) Weekly Letter to Extension Editors, August 7:
 - (a) USDA transcriptions.
 - (b) Handing farm flashes.
 - (c) Bill Ward announces (Louis Kaiser to head radio service, New York).

* This section does not include activities which support specific programs.

XX. RADIO (GENERAL)
(Cont'd)

Completed

(3) Weekly Letter to Extension Editors, August 21:
(a) Clear-channel hearings.
(b) Power of the press and radio.
(c) Radio trends in the Empire State.
(d) On the Ward County radio survey.
(e) USDA transcription.

In preparation

(1) Revision of radio handbook for extension workers.

XXI. RATIONING AND PRICE CONTROL

XXII. REHABILITATION OF WAR-TORN COUNTRIES

Completed

(1) Extension Service Review, August:
(a) Seeds sent by Americans to Russian people.

In preparation

(1) Proceedings of the conference of agricultural rehabilitation of war-torn countries.

XXIII. VETERANS

Completed

(1) Cleared motion picture script for Veterans and the Land.
(2) Conferred with representative of Army Educational Branch, ETO, and arranged for interviews of Extension staff members.
(3) Reviewed manuscript on rehabilitation of disabled veterans, prepared by Mrs. Malcolm, and prepared suggestions for revision.
(4) Weekly Letter to Directors, August 11:
(a) Reports of conference on veterans education.

In preparation

(1) Information program for extension cooperation in support of veterans on the land.
(2) Revision of fact sheet on State extension activities in support of veterans' aid program.

XXIV. VICTORY GARDENS

Completed

- (1) Weekly Letter to Directors, August 4:
 - (a) National garden committee to meet.
 - (b) USDA victory garden show.
- (2) Weekly Letter to Directors, August 25:
 - (a) A tribute to gardeners and home canners.
- (3) Weekly Letter to Extension Editors, August 21:
 - (a) Victory garden promotion.
- (4) Extension Service Review, August:
 - (a) Neighborhood leaders promote home fruit growing.
 - (b) Indiana garden contest.

XXV. VISUAL AIDS (GENERAL)*

Completed

- (1) Production of photo lab during month included: 509 negatives; 1,886 contact prints; and 132 enlargements.
- (2) Discussed visual education with representative of Civil Aeronautics Association and made recommendations on establishing a project.
- (3) Weekly Letter to Extension Editors, August 28:
 - (a) Pace reports (on field trip).

XXVI. WORLD SECURITY ORGANIZATION

Completed

- (1) Weekly Letter to Directors, August 4:
 - (a) State Department thanks Extension.
 - (b) Copies of United Nations Charter.

XXVII. MISCELLANEOUS

Completed

- (1) Prepared item for September-October Better Farming Methods, Third Inter-American Conference.
- (2) The Spirit of Caracas, feature article prepared for October Extension Service Review.

* This section does not include activities which support specific program.

XXVII. MISCELLANEOUS

Completed

- (3) Prepared statement for Budget Bureau digesting Extension activity during August.
- (4) Provided Arthur Bartlett with Extension material for use in profile of USDA for Life magazine.
- (5) Weekly Letter to Extension Directors, August 4:
 - (a) Limitation of travel.
 - (b) Bankhead - Flannagan budgets.
 - (c) WFA funds.
 - (d) Greetings from M. L.
 - (e) DDT released for use.
 - (f) Oregon appoints Ballard associate director.
 - (g) Secretary's Oklahoma speech.
- (6) Weekly Letter to Directors, August 11:
 - (a) On the verge of victory.
 - (b) Third Inter-American conference.
 - (c) No change in travel situation.
 - (d) National Back-to-school drive.
 - (e) Harnessing atomic energy.
 - (f) Grover Hill to Wichita.
 - (g) Surplus property regulations.
- (7) Weekly Letter to Directors, August 18:
 - (a) War's end brings rapid changes.
 - (b) Consolidation of Federal Extension acts into one bill.
 - (c) Funds from sources within State for 1946.
 - (d) Hutchison made VPI president.
 - (e) The balance sheet of agriculture, 1945.
 - (f) Do you want "Foreign Agriculture"?
 - (g) Lucile Reynolds returns.
 - (h) USDA Club guide available.
 - (i) Winter wheat crop insurance.
- (8) Weekly Letter to Extension Directors, August 25:
 - (a) First step in USDA reorganization.
 - (b) Full employment in agriculture.
 - (c) Reexamination of 1946 war agency budgets.
 - (d) Secretary Anderson's food report.
 - (e) Reconversion director answers some No. 1 questions.
 - (f) Emphasis on rural recreation revived.
 - (g) A note from J. L. Boatman.
 - (h) Dr. Kellogg reports on U.S.S.R. trip.
 - (i) Proposed FAR insert -- Can you use it?
 - (j) Summary of recent USDA research developments.
 - (k) Final issue of USDA War Letter for Agriculture.
 - (l) Many wartime restrictions called off.
 - (m) Revocation of DDT allocation order.
 - (n) Lumber controls relaxed.

XXVII. MISCELLANEOUS
(Cont'd)

Completed

(9) Weekly Letter to Editors, August 7:
(a) It isn't possible (Editor's letter year old).
(b) Extension information aids national programs.
(c) Vinson suggest Extension Service for small business.
(d) Heard from (Rodger Nelson).
(e) Noted (article by Hadley Read, Iowa, in August Successful Farming).
(f) Snapshots.

(10) Weekly Letter to Extension Editors, August 21:
(a) V-J day.
(b) Reorganization.
(c) Extension annual report.
(d) Heard from (Bill Sumner).
(e) Omaha paper features Nebraska-Iowa SCS contest.
(f) Guide to farm planning.
(g) Campaign against black market in meat.
(h) List of State correspondents.
(i) Snapshots.

(11) Weekly Letter to Extension Editors, August 28:
(a) When the boys come home.
(b) And now Al Bond.
(c) Progress report (on EEC recommendations).
(d) Crop reports.
(e) State editors' material in USDA release.
(f) Life features flying farmers (Oklahoma).
(g) Parade carries photo story on agriculture.
(h) Information on USDA research.
(i) Add: Campaign against black market in meat.
(j) Snapshots.
(k) Heard from (Wallace Kadderly, Fred M. Shideler, Dutch Elder, Lisle Longsdorf, Jerry Ferris, Louis Franke).
(l) Two poultry orders terminated, one suspended.

In preparation

(1) Extension portion of Secretary's annual report.
(2) Annual report of Cooperative Extension Work, 1945.
(3) Mailing list of selected individuals, organizations, and groups for dissemination of extension information.
(4) Division conference clinic.
(5) Plans for working out in cooperation with other divisions a report on the wartime accomplishments of the Cooperative Extension Service.